

**Industry 2012 Committee**  
**March 29<sup>th</sup>, 2012**  
**MINUTES**

**CALL TO ORDER** by Bob Richardson

**ROLL CALL:**

**Committee Members present:** Jennifer Henry, Richard Anderson, Mike Fluty, Chuck Heisleman, Teri Tait-Wilson, Bruce Cosgrove, Karin Koons, Robert Richardson, Jeff Mikles, Dave Snyder

Bruce Cosgrove and Dave Snyder presented 2 examples of the invites they have been working on. The invites are to show the “opportunities” of coming to Auburn. Also discussed Sponsor letters and levels. We need to future discuss the \$\$.

Dave Snyder talked a bit about the luncheon with Kelly Brothers being a key speaker.

Karin Koons talked about the Ridge lending us their golf carts for the day of the event. They have 3 golf carts street worthy. 1 that will fit 10 people and 2 that will fit 4.

Karin also announced that there is a conflict with our date of October 5<sup>th</sup>. The Ridge has a gold tournament fundraiser that day. We talked about changing the event date to the following week for October 12<sup>th</sup>. Karin was going to talk with Matt Delaney at the Ridge to see if this would work.

Rich Anderson/Jennifer Henry discussed tours of the businesses at the airport and also Expo booths at the Ridge. They have created a form to be filled out for anyone who's interested in having their business toured on the day of the event. This is also for anyone who is interested in having an expo booth at the Ridge. They announced this at the last AABPA meeting and Jennifer will also email out this form to the local businesses.

It was suggested that someone contact the movie studios "Ridgeline Entertainment" located at the Airport Business Park to see if they would like to participate on the day of the event for a facility tour and possibly some "green screen" fun!!

PR: Jennifer Montgomery and Robert Miller to take care of.

Dave Snyder discussed the targeted areas for the invites to be sent to. Sac County, 9 Bay Area Counties, 5 Southern CA counties. Dave also ordered a disc of company/manufacturers names and addresses. Manufacturer News Inc.

Goodie bags: Yes we definitely think having a goodie bag is a good idea. Example: Economic Development Summit Awards.

Magazine: We would need to tack on to the ticket price to cover the cost. Example: Tickets could go from \$90 - \$110.

Fundraising: Bruce Cosgrove volunteered to help Bud Richardson out if he would like the help.

**Next Meeting: Thursday, 4/12/2012 8am Holiday Inn**